



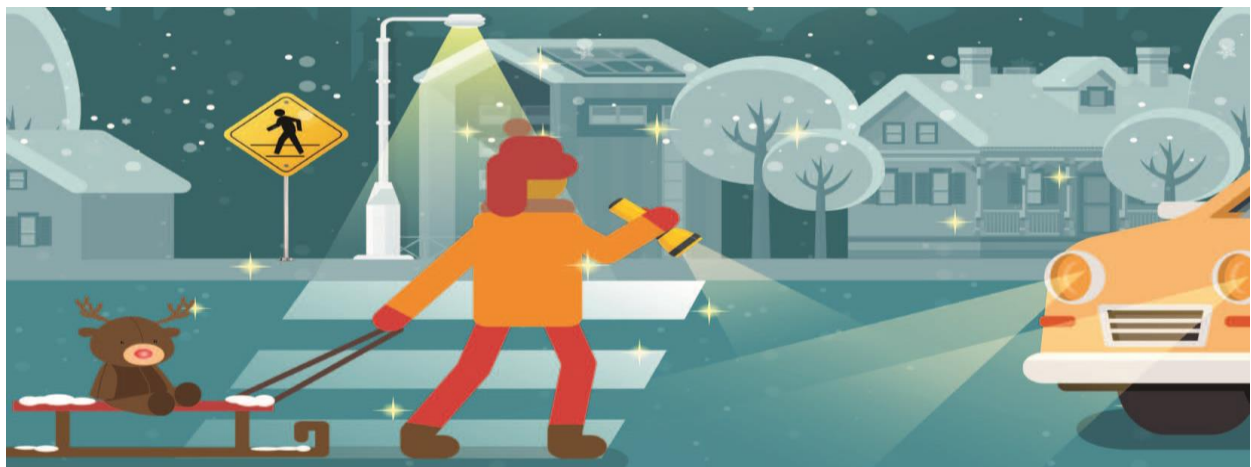
STATE OF DELAWARE
OFFICE OF HIGHWAY SAFETY
www.ohs.delaware.gov

To: Corporate Partners

From: Amanda Horton, Corporate Partner Outreach Coordinator

Date: November 1, 2019

Re: November/December Safe Family Holiday - Traffic Safety Newsletter Memo



Tip #1: Pedestrians, anytime you go walking in a winter wonderland be sure that you are visible to all drivers. As the winter approaches it gets darker even earlier and you should always make sure you're prepared. While that black fur coat may be stylish and warm, it may not be the best outfit choice for walking at night. A great way to make sure you are always visible to drivers no matter what color you wear is to carry a flashlight when walking in the dark.

Tip #2: Celebrate with a plan. In 2014-2018 in Delaware, there were an average of 180 DUI crashes per year in November-December. If you plan to drink, make sure you have a designated driver to get home safe or make plans to stay where you are. Rideshare services such as Uber and Lyft are a great way to get a safe ride home with the click of a button. Always remember that driving impaired is dangerous and illegal.



Tip #3: Slow down! The sale isn't going anywhere. Many people love a good holiday deal, and who could blame them? With that being said, it is important to take your time and implement safe driving. Speeding is never worth the risk of a fatal car crash. When driving on any slippery surface, such as ice, snow, or freezing rain, be sure to slow down. Take your time, and drive responsibly this holiday season.



Tip #4: Never text and drive. Make your plans before you start driving. Don't wait until you are behind the wheel to text your friends about your holiday plans, do it beforehand! Driving distracted is never okay. Put the phone down and just drive. In 2013-2017, distracted driving was the reason for 15% of all crashes in Delaware in November-December. Keep your attention on the road, and not on your phone.

Tip #5: Buckle up, no matter how short the drive. Some people believe that a short drive isn't a reason to put on a seat belt. Wrong! Even if your drive is five minutes or less, you should always wear a seat belt. Take the time to put your seat belt on, and don't take the risk of not wearing one. A quick trip for hot chocolate isn't worth the risk of not buckling up. According to the National Highway Traffic and Safety Administration (NHTSA), of all collisions that occur in the United States, approximately 52% occur within a 5-mile radius of home while an astounding 69% occur within 10 miles.

Tip #6: Be prepared in the winter weather. When the weather is cold or snowy, it can be a lot harder to get help if you run into car trouble. The National Highway Traffic Safety Administration (NHTSA) advises you to always have at least a half a tank of gas in your car at all times through the winter. They also say that drivers should keep an extra set of winter clothes, a blanket, a flashlight, an ice scraper, and extra food, water, and necessary medications in their cars at all times during the winter in case of an emergency.

Please take this month's mailing of posters and flyers, and display them in areas for employees and customers to see and learn.

Be on the lookout for upcoming outreach events and enforcements!

- Safe Family Holiday Campaign
- Speed- January 2020

For more information and tools, please visit arrivealivede.com or call our office at (302) 744.2740.

Please continue to share our safety messaging on your social media platforms and email Amanda.Horton@Delaware.Gov with any updated information about your organization. Find us on Facebook, Twitter, and Instagram at @HighwaySafetyDE. We also ask that any of our partners that previously received materials in a monthly mailing please recycle and re-use them. Thank you!